

# How Virginia Slims Can Reach...

2071514407



...6.5 Million of EBONY's Female Readers

# **EBONY's REACH is unparalleled**

**Rate Base:**  
**1,800,000**

**Readership:**  
**10,865,000**

**Female/Male Ratio:**  
**61/39**

**Median Age:**  
**37.8**

**Subscriber Base:**  
**84.8%**



# Virginia Slims 2000 Calendar

Issue	Closing	Position	Relevant Editorial Features
March	December 29	2 <sup>nd</sup> cover Spread 4 <sup>th</sup> cover Spread	Women's Issue
April	January 17	Fashion Fair editorial and/or Frontpiece	
May	February 15	Fashion Fair editorial and/or Frontpiece	
June	March 15	Fashion Fair editorial and/or Frontpiece	Wedding Fashions
July	April 17	Fashion Fair editorial and/or Frontpiece	
August	May 17	Fashion Fair editorial and/or Frontpiece	
September	June 15	Fashion Fair editorial and/or Frontpiece	Beauty tips for Career Women
October	July 17	Fashion Fair editorial and/or Frontpiece	
November	August 16	Fashion Fair editorial and/or Frontpiece	
December	September 15	Fashion Fair editorial and/or Frontpiece	

# Positioning Opportunities:

- **Fashion Fair Editorial Section:**  
“Ownership” of Section. Each month Virginia Slims will have the opportunity to open section.
- **Frontspiece:** pending antithetical editorial

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## Specialized Mailings

**EBONY** has a "special subscribers" database to offer you the opportunity to send a customized letter or mailing piece on your special promotion or event.

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Reach even *more* of **EBONY's** women with

# EBONY FASHION FAIR MAGAZINE

**Rate Base:**

350,000

**Female/Male Ratio:**

90/10

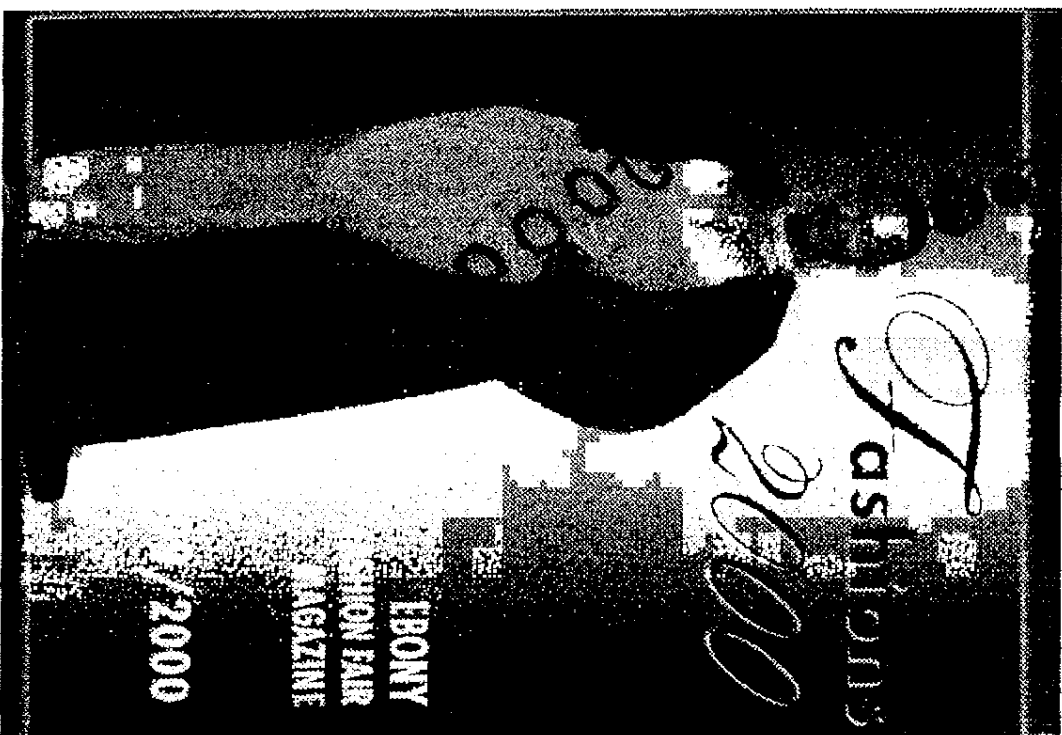
**Subscriber Base:**

Complimentary to entire  
audience approx. 350,000

**Cost:**

4C Page      \$13,420

Spread        \$26,840



## Virginia Slims & EBONY Women:

Confident, Stylish, and Empowering

### Merchandising with EBONY will..

- Augment your print message to the consumer
- Enhance your brand name
- Extend the impact of your advertising dollars
- Direct market your product and service to the African American consumer
- Increase the awareness of your company's quality and commitment.